

Note for Keane, Denise

From: Murphy, Virginia
Date: Mon, Sep 27, 1993 3:39 PM
Subject: RE: Marlboro Racing Board
To: Parrish, Steve
Cc: Keane, Denise

2041181292

That's a completely accurate statement of the industry code restrictions, Steve, but not prior PM policy restrictions - which precluded any use of recognizable athletes in brand advertising.

Sorry - didn't mean to misquote the boss.

From: Parrish, Steve on Mon, Sep 27, 1993 3:33 PM
Subject: RE: Marlboro Racing Board
To: Keane, Denise; Murphy, Virginia

2041181292 A

I'm not trying to be picky, but that's not what I meant to say. As I understand it, this is not an exception. There is nothing in the code which prohibits the use of athletes -- as long as they are not depicted as smoking and/or they are not giving testimonials. It has nothing to do with how recognizable he is. If my understanding of the code is incorrect, let me know.

From: Murphy, Virginia on Sun, Sep 26, 1993 11:22 AM
Subject: Marlboro Racing Board
To: Keane, Denise
Cc: Parrish, Steve

Denise - Steve approved the Emerson ad Friday evening - he thinks limited exception to our policy precluding the use of athletes in advertising is appropriate given that Emerson is not clearly recognizable.

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